

INFORMATION BULLETIN

WORKFORCE INVESTMENT ACT

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TO: WORKFORCE DEVELOPMENT COMMUNITY

SUBJECT: NATIONAL EMPLOY OLDER WORKERS WEEK—SEPTEMBER 19–25,
2004

This bulletin announces the observance of National Employ Older Workers Week, which starts September 19, 2004. Initiated by the American Legion in 1958 to promote employment opportunities and acknowledge the special contributions of older Americans, National Employ Older Workers Week activities focus on recognizing the importance of older workers in the labor force. This national recognition provides elected officials and workforce professionals with an opportunity to encourage employers to hire older workers.

I encourage all Local Workforce Investment Areas to plan and coordinate job fairs with their One-Stop partners during National Employ Older Workers Week. To help market these events, the Employment Development Department's (EDD) Senior Worker Advocate Office (SWAO) requests that job fair information be e-mailed to swao@edd.ca.gov or faxed to (916) 657-0040. The date, location, and hours of the event will be posted on the SWAO Web site at www.edd.ca.gov/swaorep/swaonww.htm.

The following are suggested activities that can be used in support of National Employ Older Workers Week.

- Urge local government officials to proclaim the week of September 19, 2004, as Older Workers Week, and ask them to sponsor local events or proclamations recognizing older workers and job seekers.
- Discuss with your local Employer Advisory Council, Rotary Club, and Chamber of Commerce, why employers should consider hiring older workers. Emphasize older worker attributes such as their broad experience, strong work ethic, dependability, loyalty, and good communication skills.
- When older job seekers come to your One-Stop sites for assistance, let them know about National Employ Older Workers Week, direct them to local job fairs, and encourage them to consider membership in a local chapter of Experience Unlimited (www.edd.ca.gov/jsrep/jseu.htm).

In September, the California Department of Aging will be releasing a Proclamation from the Governor recognizing National Employ Older Workers Week. This proclamation will appear under Featured Links at www.aging.ca.gov/index.html.

For more information about National Older Workers Week, contact:

Senior Worker Advocate Office
Employment Development Department
800 Capitol Mall, MIC 42
Sacramento, CA 95814
Phone: (916) 654-6502
Fax: (916) 657-0040

If you need media planning assistance for your event, please call Suzanne Schroeder of the EDD Communications Office at (916) 654-9029, or e-mail her at sschroed@edd.ca.gov.

If you have any questions, please contact your [Regional Advisor](#) at (916) 653-6347.

/S/ BOB HERMSMEIER
Chief
Workforce Investment Division